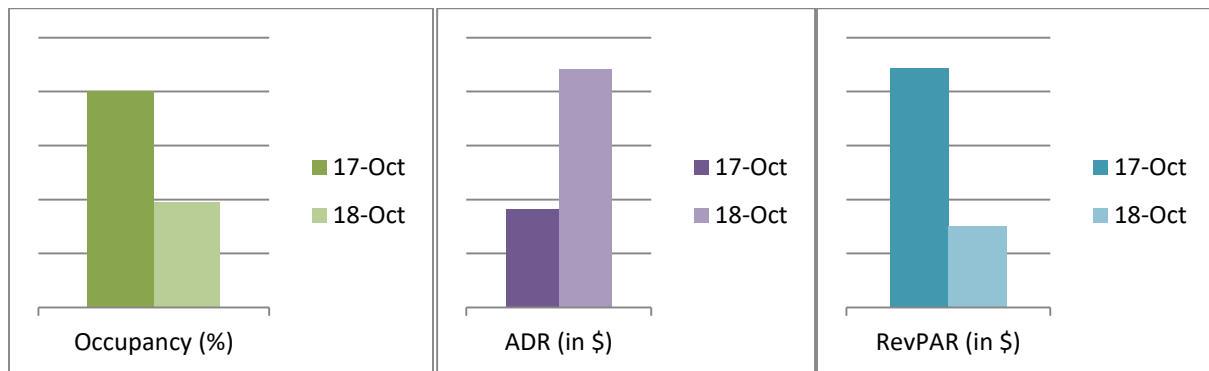


HOTEL OCCUPANCY TAX COLLECTIONS

| 2018 | | | 3 Year Data | | | | |
|-------|--------------|--------------|-------------|--------------|--------------|--------------|------------|
| | 2018 Budget | 2018 Actual | | 2016 | 2017 | 2018 | Change |
| JAN | \$ 445,057 | \$ 517,157 | JAN | \$ 459,264 | \$ 443,786 | \$ 517,157 | 16.5% up |
| FEB | \$ 675,875 | \$ 769,611 | FEB | \$ 620,075 | \$ 673,504 | \$ 769,611 | 14.3% up |
| MAR | \$ 827,580 | \$ 789,850 | MAR | \$ 692,966 | \$ 847,172 | \$ 789,850 | 6.8% down |
| APR | \$ 778,548 | \$ 859,519 | APR | \$ 700,284 | \$ 795,667 | \$ 859,519 | 8.0% up |
| MAY | \$ 775,180 | \$ 876,653 | MAY | \$ 739,255 | \$ 774,946 | \$ 876,653 | 13.1% up |
| JUN | \$ 763,637 | \$ 837,722 | JUN | \$ 830,188 | \$ 762,479 | \$ 837,722 | 9.9% up |
| JUL | \$ 713,765 | \$ 753,306 | JUL | \$ 678,009 | \$ 715,396 | \$ 753,306 | 5.3% up |
| AUG | \$ 627,345 | \$ 686,927 | AUG | \$ 576,869 | \$ 625,963 | \$ 686,927 | 9.7% up |
| SEP | \$ 666,979 | \$ 744,311 | SEP | \$ 634,423 | \$ 698,035 | \$ 744,311 | 6.6% up |
| OCT | \$ 763,045 | \$ 711,010 | OCT | \$ 633,081 | \$ 800,509 | \$ 711,010 | 11.2% down |
| NOV | \$ 839,518 | \$ | NOV | \$ 747,181 | \$ 872,491 | \$ | |
| DEC | \$ 529,717 | \$ | DEC | \$ 559,137 | \$ 707,999 | \$ | |
| TOTAL | \$ 8,406,256 | \$ | TOTAL | \$ 7,870,732 | \$ 8,717,946 | \$ | |
| YTD | \$ 7,037,021 | \$ 7,546,066 | YTD | \$ 7,870,732 | \$ 8,717,946 | \$ 7,546,066 | 5.7% up |

2018 COMPARED TO 2017



Down 12.8% in Occupancy

Up 2.9% in ADR

Down 10.3 % in RevPAR

Convention Development

Josie Lewis, Convention Development Manager

Mariana Almanza-Cook, Sales & Servicing Specialist

October Overview

- **County Judges and Commissioners Association of Texas:** The Woodlands welcomed the 96th Annual County Judges and Commissioners Association of Texas Annual Conference. During this four-day conference, more than 250 delegates from all over Texas descended on our area to hold meetings, tour through an expo and discuss issues and topics regarding county business throughout Texas. Visit The Woodlands coordinated an official welcome for the group, distributed welcome bags and visitor guides, and assisted with some offsite activity coordination.
- **Health Management Associates:** Visit The Woodlands coordinated and offered site tour logistics for the Health Management Associates 2020 Annual Staff Meeting venue selection process. This event will take place in April of 2020 and will bring in over 710 room nights to the decided destination. The HMA group is also considering locations within downtown Houston, San Antonio, and The Woodlands. In order to put our best foot forward we have also offered an incentive fund offering to assist in bring this group to our area.
- **Algae Biomass Organization:** Visit The Woodlands has been assisting the Algae Biomass Organization with their 2019 event in The Woodlands since their original planning visit in early 2018. With over 938 room nights contracted over a 3 day window, this event was a great first time event in our area. In addition to a sponsorship as a show of support, welcome bags and visitor guide distribution, and coordination of a welcome ceremony, Visit The Woodlands also set up a Visitor Information booth on the tradeshow floor to talk to our visitors first hand so we can offer the best of The Woodlands during their visit.
- **IMEX America:** Visit The Woodlands participated in IMEX America 2018 in Las Vegas, NV. As our second year of participation, Visit The Woodlands changed up our partnership approach to the show and teamed up with Texas Tourism to have a booth presence within the Texas booth. This move assisted in offering an anchor for The Woodlands presence and assisted in providing beneficial stop by discussions with clients that we would have missed out on without this partnership. Another added benefit was the takeaway lead generation details of over 400 clients and personal one on one meetings with over 20 clients. We look forward to continue cultivating these leads and for future IMEX shows.
- **The U.S Endowment for Forestry & Communities:** The Convention Development team organized and executed a site tour for the U.S Endowment for Forestry & Communities Annual Fall board Meeting location for 2019. The planning team for this meeting is considering multiple

properties within Downtown Houston and two locations within The Woodlands. We plan to hear back on the location decided on by mid-November.

Meeting Connections

- HMA Site Tour- 2020 Annual Staff Meeting
- 96th Annual County Judges and Commissioners Welcome Reception and Servicing
- Algae Biomass Summit Welcome Reception and Servicing
- Cynthia Woods Mitchell Pavilion's Hocus Pocus Pops
- Visit The Woodlands Board of Directors Meeting
- Law Delegates Mobile Tour Servicing
- Hilton Garden Inn Sales Blitz
- US Endowment 2019 Board Meeting Site Tour
- Westin Partnership Lunch

Convention Services and Development

- 6 Organic leads worked and distributed
- 14 CVENT leads received
- 1,349 Welcome Bags Distributed
- 9 Groups Serviced
- 3 Site Tours conducted
- 3 Incentive Fund Requests worth over \$230,000 in room revenue

October Travel

- IMEX America- Las Vegas, NV- October 9-12, 2018

Marketing Department

Ashley White, Marketing Manager

Amber George, Marketing Specialist

Top Projects

Marketing Director Earns Simpleview CRM Certification: Ashley White, Marketing Manager for Visit The Woodlands recently completed a premiere travel and tourism digital certification. The Simpleview Certified Mentor in Membership/Partnership is the industry-recognized validation of one's skills when working with a Destination Marketing Organization's members, partners or stakeholders using the Simpleview CRM. This certification requires an in-depth knowledge of creating and modifying records, such as accounts, contacts, listings, and events; building Searches and Reports to optimize data; managing internal workflows using external features and Admin functions. [Learn more here.](#)

Public Relations

The Marketing Department works to garner media coverage for The Woodlands through editorial pitches, content development, and relationship building. Below is an overview of these efforts.

Major Media Placements:

- **Houstonia Magazine:** Art House
<https://www.houstoniamag.com/articles/2018/7/20/woodlands-art-museum-glade-cultural-center>
- **Convention South:** Eco-Tainment, EcoTourism & Sustainability
<https://conventionsouth.epubxp.com/i/1028537-sep-2018>

Media Placements Value (October Totals):

- **Ad Equivalency:** \$2,713
- **PR Value:** \$8,139
- **Daily Impressions:** 280,555

Advertising

In October, Visit The Woodlands began rolling out advertising placements that reflect the new branding & creative, which was approved earlier this year. Below is an overview of these placements.

- **October Media Placements: Meetings**
 - Connect Texas
 - Smart Meetings
 - Social: Facebook, Instagram
 - Search: PPC targeting those searching for meeting & event planning in Houston Area
 - Programmatic: retargeting previous website visitors to the meeting planner pages

- **October Media Placements: Leisure**
 - Texas Monthly
 - Houstonia
 - Travel + Leisure
 - Food & Wine
 - Town & Country
 - Austin Monthly
 - Facebook / Instagram
 - Search: PPC targeting those searching to vacation or staycation in Houston
 - Programmatic: retargeting previous website visitors to the leisure pages
- **Advertising Leads:**
 - Visitor Guides Mailed – 154
 - Visitor Guides Downloaded – 24 (through advertising landing page)

Digital Marketing

The Marketing Department consistently works to develop a 360-degree approach to digital marketing that encompasses the website, social media, email marketing, video production, content development and a variety of technology initiatives. A high-level overview of these programs & their results is below.

- **Website**
 - **Published Content: Blog**
 - Golf in The Woodlands
 - 7 Instagram Worthy Moments: Children’s Festival
 - Family Fun: Art Crawl & Craft Beer Tasting
 - 20 Things to Do on a Rainy Day in The Woodlands
 - Escape the Frigid Temps & Host Your Next Meeting in The Woodlands
 - Top Things to Do in The Woodlands This November
 - **Reporting**
 - 46,498 Page Views
 - 25,205 Users
 - 1.52 Pages/Session
 - 0:45 Average Session Duration
 - **Conversions**
 - Visitor Guides Requested – 23
- **Technology Initiatives**
 - Simpleview CRM – Updating partner information
- **Email Marketing**
 - **Event Spotlight:** Art Crawl at Hughes Landing
 - **Consumer:** Art Crawl, Rainy Day Activities, Golf & More
- **Social Media**
 - 67,400 Impressions across Facebook, Instagram, Twitter & LinkedIn
 - 1,380 Engagements across Facebook, Instagram, Twitter & LinkedIn
 - 257 Website Conversions via Social

Partnerships

- **Meetings & Local Event Participation:**

- Accessibility & Compliance Webinar
- **Editorial Fulfillment / Content Development:**
 - Houston & Beyond: Web & social
 - TACVB: DMO Insider
 - The Woodlands Community Magazine

VISITOR SERVICES

| | Market Street | The Woodlands Mall |
|---------------------------------------|---|---|
| OCTOBER 2018 | Market Street kiosk closed for renovations | 3,133 guests |
| 2018 YTD | 20, 346 guests | 28,950 guests |
| YTD Unique Texas Visits | 5,248 guests from 269 Texas zip codes | 14,575 guests from 646 Texas zip codes |
| YTD Unique State Visits | 578 guests from 43 US States, districts & territories | 919 guests from 49 US States, districts & territories |
| YTD Unique Country Visits | 243 guests from 37 countries | 849 guests from 60 countries |
| YTD Undetermined Visits | 14,283 guests did not share their zip code | 12,607 guests did not share their zip code |
| Visitors Tracked | 3,133 at The Woodlands Mall | |
| Visitor Bags Distributed | 170 at The Woodlands Mall | |
| Relocation Packets Distributed | 30 at The Woodlands Mall | |

Upcoming Events

- **November 1, 8, 15:** Rock the Row (Hughes Landing)
- **November 3:** Art Crawl & Craft Beer Tasting (Hughes Landing)
- **November 3, 10, 17, 24:** Farmer's Market (Grogan's Mill)
- **November 4:** Cars & Coffee for a Cause (Market Street)
- **November 9-11:** A Little Princess (John Cooper School)
- **November 10-11:** 23rd Annual Children's Festival (The Cynthia Woods Mitchell Pavilion)
- **November 15:** Jazz in The Woods (Glade Cultural Center)
- **November 16-18:** Junior League Holiday Market (The Woodlands Waterway Marriott)
- **November 17:** Lighting of the Doves (Town Green Park)
- **November 22:** YMCA Run Thru The Woods
- **November 23:** Carranza Puppets (The Woodlands Children's Museum)
- **November 24:** Scott Hollingsworth Magic Show (The Woodlands Children's Museum)
- **November 23:** Grand Illumination Ceremony (The Woodlands Resort)
- **November 29:** Holly Jolly Jingle (The Cynthia Woods Mitchell Pavilion)
- **November 29, 2018 – January 7, 2019:** Enchanted Forest (Glade Cultural Center)